Marvia

Grow your Brand

Marvia is a cloud-based automated marketing solution that helps brands in over 60 countries with consistent brand positioning while creating unique, customised content. Depending on your needs, you can build your own platform with our three Marvia blocks.

These blocks, can be acquired separately. However, if you are looking for a complete solution, our Brand Portal is the best match. In the portal, we merge our three modules to give you the ultimate marketing tool to grow your brand.

Template Manager

Create your brand materials

Manage your brand — DAM

Communicate your brand — Brand Guidelines

Template Manager

FEATURES

Real-time edit and preview: WYSIWYG

Localization: multi-language, themes and styles per region/group

Workflow: approval flow

Social Integration: create social posts and publish directly or schedule on your timeline

Advert/Banner creator: scale non-proportionally to size of ad/banner, custom InDesign export profiles

DNA: import settings per store (e.g. number, size of POS, opening hours, address, images)

Digital Asset Management

FEATURES

Smart Search: tagging & metatagging

Preview of all files including videoplay

Auto convert files: from PDF to JPEG, or from Hi Res to Low Res

Product detail view: shows all scraped metadata (e.g. size, format, DPI)

Share: via transfer link, custom collections or channels

Define roles and permissions per user/group and restrict access to folders and collections

Brand Guidelines

FEATURES

Interactive Brand Manual (web-based)

100% on brand: custom font, heading & interaction

Smart and fast content editing from CMS

Content Referencing: connect brand identity to assets and templates

Share your brand

HTML block integration

Benefits Marvia

Domino's · rb RITCHIE BROS. · HI CANADA · BERG · bam · postnl · kpn · ZEISS · kabrita

Software that works for your Brand. Control your marketing materials, while managing and publishing them on a local level.

✓ Over 12 years experience in DAM & Brand Management

✓ Trusted by over 70.000 users worldwide

✓ Easy to use, no graphical or technical knowledge required

✓ Focus on (global) brands that want to act on a local level

marvia

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